

App. Ser. No.: 09/757,842  
GAU: 3634

3

Atty. Docket: 102088-300

### IN THE CLAIMS

Please cancel Claims 1, 5, 18, 20, 31 and 38-42 without prejudice. Please enter and consider the following proposed amendments to Claims 32, 35-37 and 43. A presentation of all of the pending claims with their current status indicated follows.

Claims 1.-31. (Canceled).

32. (Currently Amended) ~~The apparatus of claim 31~~ A retail display apparatus, comprising:

a chassis comprising:

a generally rectangular central portion of a folded box construction formed in major part of material selected from the group consisting of boxboard and corrugated plastic and fibrous materials; and

at least left and right plastic frame members secured along left and right side edges of the central portion;

a base supporting the chassis above a ground surface; and

a plurality of shelf assemblies having pairs of left and right engagement members for removable securement to left and right engagement features of the chassis;

wherein:

the base comprises a folded multi wall corrugated structure;

the chassis engagement features comprise left and right vertical arrays of apertures in a front of the central portion; and

at least one of the shelf assemblies comprises:

a corrugated tray; and

left and right molded plastic brackets respectively having comprising the left and right engagement features members of the shelf assembly.

33. (Original) The apparatus of claim 32 further comprising a hinged header member secured to the chassis, the header hingeable between a deployed condition wherein a first surface

App. Ser. No.: 09/757,842  
GAU: 3634

4

Atty. Docket: 102088-300

of the header extends upward from the chassis member, substantially coplanar with the front face, and a stowed condition located substantially behind the chassis.

34. (Original) The apparatus of claim 32 further comprising a pair of left and right generally quadrilateral trim panels held by associated forwardly open channels in the left and right frame members, respectively.

35. (Currently Amended) The ~~retail display system apparatus~~ of claim [[+]] 32, further comprising:

a tab upwardly extending from each bracket, the tab being received in a slot disposed in the associated bottom edge of the associated tray.

36. (Currently Amended) The ~~retail display system apparatus~~ of claim [[+]] 32, wherein each chassis engagement feature comprises a flexible tab disposed proximate an aperture formed in the panel assembly a corresponding one of the vertical arrays of apertures, the flexible tab contacts a portion of the engagement member to retain the engagement member within the aperture.

37. (Currently Amended) The ~~retail display system apparatus~~ of claim 36, wherein the flexible tab is defined by cut lines formed in the panel assembly chassis, the cut lines extending from the aperture.

Claims 38.-42. (Cancelled).

43. (Currently Amended) The ~~retail display apparatus~~ of claim 31, wherein the left plastic frame member is disposed between the central portion and a portion of each of the left engagement features members of the plurality of shelf assemblies, and the right plastic frame member is disposed between the central portion and a portion of each of the right engagement features members of the plurality of shelf assemblies.